

The basis of strategies for enhancing tourism industry

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Abstract

In modern society, no tourism industry can escape from international competition due to globalization. In this situation, how to increase international competitiveness of the tourism industry has become one of the greatest concerns. This study aimed to explore the factors that influence tourist destinations' attractiveness in the tourism industry. The DEMATEL method was adopted in this study to investigate the relation and the degree of influences among factors. A questionnaire was designed to collect the data needed for this study. The respondents were separated into two groups for analysis: one group is 30 years old and below, and the other is above 30 years old. For both groups, the most important critical factor is "information and tourist services". To sum up, if a destination provides complete information and introduction of its own such as an official website or advertisement, as well as relevant tourist services, its tourist attraction can be increased.
